USO Fundraising Guide

Thank you for choosing to fundraise for the USO. With your help we will be able to remain always by the side of our troops and their families.

Every penny contributed helps to lift the spirits of our service members by providing innovative programs, unique services and engaging entertainment.

Please take a few moments to review this fundraising guide about supporting the USO.

About the USO:

The USO is always by the side of America's troops and their families.

For over 70 years, the USO has served the U.S. military throughout their service, from the moment they join, through their deployments and as they transition back to their communities.

Best Practices

Here are some things to keep in mind if you are planning your own fundraising event for the USO.

- Your event name may not contain USO or United Service Organizations in the title.

- If you create your own materials and would like to include the USO logo, please contact the USO for permission. All materials, artwork and any promotional or advertising materials which mention USO in any way are subject to approval by USO.

- The USO is unable to reach out to celebrity supporters or to our corporate partners on behalf of your event.

- You'll be responsible for providing insurance coverage for your event.

- The USO is unable to draft individualized press releases for third party events and/or help pitch your event to local or national media.

- We encourage you to post your event on our Facebook page.

- Please remember the USO is a 501(c)3 nonprofit and is unable to provide funding, pay expenses, or cut a check back for expenses you incur.

Fundraising Page

All fundraisers are strongly encouraged to personalize their Crowdrise event page.

Personalize your fundraising page, by adding your own text and pictures. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the USO is (it doesn't have to be long).

Fundraising Tips

Here are some tips to help you achieve your fundraising goal:

- Send a personal message to your friends and family with a link to your fundraising page and asking for their support. Messages can be sent directly from your fundraising page by selecting the "Manage Campaign" tab or via personal email, Facebook, Twitter, LinkedIn and Google+.

- Be the first person to make a donation to your own fundraiser. This lets your friends and family know you are committed to the cause.

- Take advantage of significant dates and use them as reasons to donate – for example, if you are donating your birthday to the USO, and it's on the 13th ask donors to give $13.

- Remind people that their donation is tax deductible!

- Don't forget to say thank you! Make sure to thank all of the people who supported your fundraiser! Once the donations are processed, your donors will receive a confirmation page and a tax-receipt acknowledging their gift from Network for Good, who processes donations made on the Crowdrise platform.

Questions

For any questions related to your Crowdrise fundraising page, please contact Crowdrise support at USO@crowdrise.com

For any questions related to fundraising or event support, please contact TEAMUSO@USO.org

Logo Use Guidelines

You may not use the USO marks or logo without obtaining written permission. Use of the name, logo and/or tag line without written permission of the USO is prohibited. By registering with the USO, you have limited approval to use the USO logo in conjunction with your fundraising activities on behalf of the USO. Approval for other usage of the USO logo must be provided by USO Arlington's Marketing Department. For requests and approval, email **teamuso@uso.org**

Please do not pull the USO logo from the internet. Contact teamuso@uso.org to have the USO logo emailed to you.

Once you receive approval to use the USO logo, please follow the guidelines below. If you are creating event material/collateral, all items must be reviewed and approved by the USO prior to printing. Please email teamuso@uso.org digital copies of the items which contain the USO logo for approval.

Logo Guidelines Continues
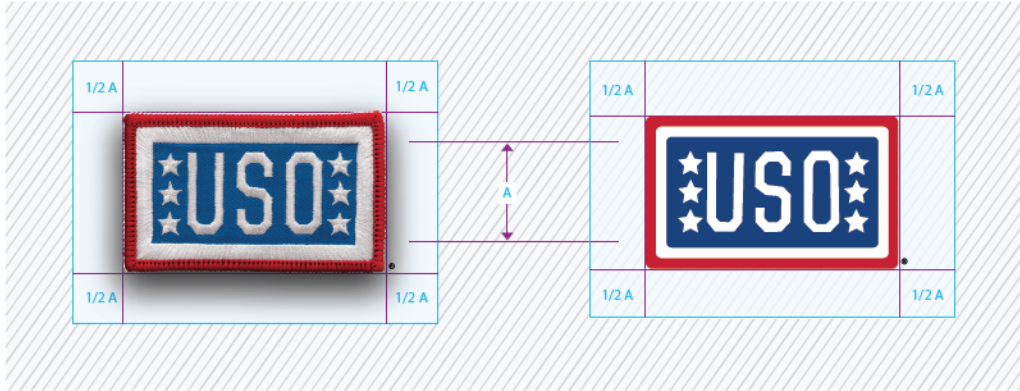
Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. Purple indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'A' (equal to one half the height of the blue panel that holds the stars and lettering)

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Spot Logo with Tagline: *Use against a dark background*

Center Spot Logo with Tagline

Spanish version Spot Logo with Tagline

Black/White Logo with Tagline

Patgch Logo with Tagline: *Use against a dark background*

Center Patch Logo with Tagline

Spanish version Patch Logo with Tagline

Black/White Logo without Tagline

FONTS USED IN LOGO & MARKETING MATERIALS

Frutiger Light
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Light Italic
1234567890 !@£$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Black
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Roman
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Italic
1234567890 !@£$%^&()-=+*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Black Italic
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Bold
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Bold Italic
1234567890 !@£$%^&*()-=+
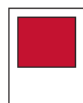***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Frutiger Ultra Black
1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLOR SPECIFICATIONS

Pantone 281C
C100 M89 Y31 K30
R0 G37 B105
HEX #002569

Pantone 187C
C22 M100 Y85 K14
R179 G27 B52
HEX #B31B34

DONT ABUSE YOUR LOGO

DON'T LEAVE OUT ® SYMBOL

DON'T STRETCH OR DISTORT

DON'T CHANGE ELEMENT POSITION

DON'T CHANGE COLOR